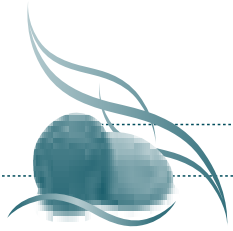


1. COMMUNITY PROSPERITY

<p>Wellington Regional Outcomes Outcomes wanted for the whole Wellington region</p>	<p>1. COMMUNITY PROSPERITY – To enjoy and prosper from a strong and growing economy that continues to attract and retain a highly skilled, productive population base and business sector.</p>			
<p>Hutt City Outcomes What does this mean for Hutt City?</p>	<p>a. A local economy that is attractive to both businesses and residents b. Retention of business achievers and people critical for business c. Attraction and nurturing of high quality businesses d. Local businesses being supported and promoted e. A skilled workforce that meets local businesses needs</p>			
<p>Hutt City Council Objectives What Council wants to achieve to meet this outcome</p>	<p>More businesses operating in Hutt City</p>	<p>Recognition of Hutt City as a business location and vibrant city</p>	<p>Continued investment in current and new business activities</p>	<p>An available skilled workforce</p>
<p>Strategy How Council will contribute to achieving the Community Outcomes</p>	<ul style="list-style-type: none"> • Retain current businesses • Grow current businesses • Attract new businesses 	<ul style="list-style-type: none"> • Improve communication between HCC businesses and within the business community • Build the profile of Hutt City as a place to do business, visit and live 	<ul style="list-style-type: none"> • Understand, advocate for and assist with city-wide investment requirements • Continue to develop and advocate for city-wide infrastructure that assists in business growth 	<ul style="list-style-type: none"> • Plan, advocate and provide for skills development to meet business needs • Assist with immigration and inbound skill requirements • Access central government funds and programmes particularly those focused on youth employment and training
<p>Tactics Programmes and projects currently being undertaken by Council which contribute to the achievement of these Outcomes</p>	<ul style="list-style-type: none"> – Business visit programme and follow up including inspections and enforcements, utility services, environmental planning – Economic development funds (Small business assistance, Jackson St, Business Hutt Valley) 	<ul style="list-style-type: none"> – Business forums (Business breakfasts, real estate agents, Community Plan business forum, visitor liaison group, user groups) – Business communication (Thrive, business pages at huttcity.info) 	<ul style="list-style-type: none"> – CBD Masterplan implementation – Suburban shopping centre fund programme and projects – Anti-graffiti programme – HCC rates remission policy – Positively Wellington Business Investment Programme 	<ul style="list-style-type: none"> – PWB migrant attraction programme – TradeStart – Skills needs assessment through PWB – Work and Income liaison/relationship development



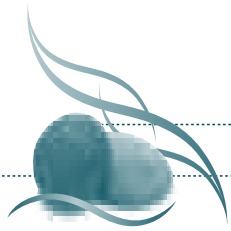
<p>Tactics (continued)</p>	<ul style="list-style-type: none"> - Business group liaisons and events (Wingate, Seaview, Petone) - Business care programme - Library information to businesses - PWB grant applications for funding for local businesses - Business retention proposals as required - PWB niche manufacturing cluster and other clusters - Wellington Regional Strategy participations and secretariat - Building consent liaison with businesses and developers - Building inspections and licensing - Street enhancements as required - Food safety programme audits - Environmental protection initiatives as required - Bylaw reviews - District Plan review(s) when and where necessary - Business attraction brochure 	<ul style="list-style-type: none"> - Business information database management - Visitor Information Office and website - Hutt city promotion campaign - Events funding and Leisure Active events programme - Business/location promotion (“Beyond the Zone, Gold Awards”) - Dowse liaison and development with local businesses - Dowse and Petone Settlers Museum - Library events and programme relevant for businesses - Refuse disposal facility (landfills) - Better Together programme for providers - Purchasing policy which includes local supplier aspects - Welcome packs - Events website update - Education Wellington (EWI) funding - International relations programmes including identifying economic development opportunities 	<ul style="list-style-type: none"> - Ongoing infrastructure (roading/waste/water) maintenance and implementation of programmes - Recreation, retail and entertainment facilities in Seaview/Gracefield study - Dowse business centre facility promotion meetings, product launches, expo, seminars (P) 	<ul style="list-style-type: none"> - Weltec and HCC Memorandum of Understanding projects - Mayors Taskforce for Jobs - First Foundation scholarship for local student - Shadow services for Call Centre Certificate participants - Cadetships at HCC - Business employee welcome pack (P) - Dowse Centre Entrepreneurship programme - Youth Transition Scheme
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(P) Indicates proposed of potential tactics identified



<p>Tactics (continued)</p>	<ul style="list-style-type: none"> – Hutt City promotion guides (visitor) and tourism advertising – Business media relationship development (P) – Dowse Creative Economy strategy update (P)
<p>Key indicators Key indicators that demonstrate progress made in achieving the Outcomes</p>	<ul style="list-style-type: none"> • Ratio of registered employed to total working age population in Hutt City Council • The number of businesses in Hutt City • Number of jobs full-time equivalents (FTEs) • Number of unemployed • Increase in retail spend in Hutt City • GDP • Level of recognition by business of Hutt City as a place to do business • Level of awareness of Hutt City as a tourism destination • Economic benefit of events to Hutt City • Growth in value of commercial building consents • Increase percentage of population with higher qualifications • Increase in household income • Increase in per capita income
<p>An Example Current work undertaken by Council (and partners) in achieving the Outcomes</p>	<p>TradeStart TradeStart is a joint initiative between Council, Work and Income, Industry Training Organisations (ITOs) and Weltec. The objective of TradeStart is to increase the number of people entering trades training and apprenticeships to improve the current tradesperson shortages and help develop a skilled workforce in Hutt City. A trade information centre has been created as a focal point for the programme where prospective candidates or employers can receive information on particular trades and meet with relevant ITO personnel. The centre manager calls on schools, employers and other groups of people who are either interested in pursuing a trade career or influence the decisions of those who might be interested.</p>

(P) Indicates proposed of potential tactics identified



2. CONNECTED

<p>Wellington Regional Outcomes Outcomes wanted for the whole Wellington region</p>	<p>2. CONNECTED – The region will be connected locally and globally by offering world-class accessibility and linkages. That includes high capacity communication networks, top quality air and sea ports, well-functioning highways and local links and excellent public transport services.</p>			
<p>Hutt City Outcomes What does this mean for Hutt City?</p>	<p>a. Effective and efficient public transport that results in increased use of public transport b. Enhanced roading systems particularly State Highway 2, Cross Valley Link, State Highway 1 and the Hutt CBD c. Continual upgrade and provision for growth to make Hutt City interesting and attractive d. More investment in sustainable transportation solutions – public transport, car pools, bicycle lanes e. Good telecommunications systems</p>			
<p>Hutt City Council Objectives What Council wants to achieve to meet this outcome</p>	<p>Efficient public transport that provides a viable alternative to roading</p>	<p>Efficient regional roading networks and local links</p>	<p>A local cycleway network that stimulates growth in recreational cycle use</p>	<p>Affordable access to telecommunications networks for business and residents</p>
<p>Strategy How Council will contribute to achieving the Community Outcomes</p>	<ul style="list-style-type: none"> • Influence and lobby Greater Wellington to ensure Hutt City Council public transport objectives are well presented in Regional Land Transport strategies 	<ul style="list-style-type: none"> • Influence and lobby Greater Wellington to ensure Hutt City Council road transport objectives are well presented in Regional Land Transport strategies 	<ul style="list-style-type: none"> • Plan for and implement an improved cycle network 	<ul style="list-style-type: none"> • Ownership in community infrastructure • Advocacy to central government and other agencies • Support the upgrade of technological infrastructure
<p>Tactics Programmes and projects currently being undertaken by Council which contribute to the achievement of these Outcomes</p>	<ul style="list-style-type: none"> – Local and national rail needs advocacy – Advocacy of public transport usage when organising and promoting events 	<ul style="list-style-type: none"> – HCC and Hutt Valley roading needs and funding advocacy – Cross Valley Link investigations – Dowse Interchange development – SH2 developments (P) – Cross Valley Link investigation (P) 	<ul style="list-style-type: none"> – Cycling Strategy – Cycleway programme development – Implement cycleway programme 	<ul style="list-style-type: none"> – Smartlinx3 – Broadband ducting as we undertake roading works – WiFi repeater (camera) in the Library

(P) Indicates proposed of potential tactics identified



<p>Key indicators Key indicators that demonstrate progress made in achieving the Outcomes</p>	<ul style="list-style-type: none"> • Public transport usage figures • Construction of cycleway – physical works • Inclusion of key HCC regional transport issues in the Regional Land Transport Strategy (being Valley Floor Connector, SH2 upgrades – Dowse to Petone and Petone to Ngauranga)
<p>An Example Current work undertaken by Council (and partners) in achieving the Outcomes</p>	<p>Quality Partnership Agreement This is a joint Committee of Greater Wellington, Hutt City Council, Upper Hutt City Council and bus and rail operators. The purpose of this Agreement is to promote public transport initiatives. Some current projects/initiatives include the Wainuiomata accessibility project (to improve bus access for wheelchair users) and the promotion of the Metlink brand to promote bus and train travel and to facilitate transfers between various nodes and forms of transport.</p>